



Intel® Pentium® Dual-Core Processor

Trademark and Logo Usage Guidelines



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Introduction

Overview

The Intel® Pentium® dual-core processor offers great computing capability that delivers leading price/performance from the brand you trust. Featuring two processing cores on a single chip, the Intel Pentium dual-core processor provides performance for multitasking with today's demanding applications. The visual identity of the Intel Pentium dual-core processor is enhanced by the equity the Pentium trademark has built in the badge mark and confidently asserts its leadership among Pentium brands in Intel's product brand hierarchy.

Branding

The key to success of the Intel Pentium brand is proper and consistent use of its brand identity. This identity, used in text and represented by visual design elements, is the extension of the Pentium brand in all communications. Consistent brand expression based on these guidelines will build recognition, trust, and the strength of both the Intel brand family and the Intel corporate brand, fortifying Intel's brand and technology leadership position worldwide.

Target Audience

This product is intended for PC users seeking the performance needed to run multiple applications simultaneously at an attractive price.

Strategic Design

Intel® Logo

The refreshed masterbrand logo signals a next generation era for Intel. This is achieved through a dynamic, modernized logo that also builds on the equities of the Intel Inside® "swirl" and the heritage Intel Blue color. The result is a modern, forward-moving logo that clearly represents the driven, catalytic and fascinating attributes of the company.

Pentium® Name

The processor name reverses to white out of the specific blue of the badge. The blue, Pantone® 279, provides an effective contrast and strong prominence for the white text.



Badge Shape

A distinctive shape has been developed for Intel platform and processor badges. It follows the trajectory of the masterbrand logo and affords a humanistic, ownable silhouette to the Intel brand amongst its competitors.

"Dual-Core Inside" Attribution

"Dual-Core inside" has been placed across the bottom of the badge to complete the read-through from "Intel" to "Pentium" to "Dual-Core inside". It appears reversed to white from the "Pentium Dual-Core" Blue to facilitate a smooth read-through.

Color Palette

The Intel® logo is the masterbrand, supported by the Intel® Pentium® processor. Pantone* 279 is a color specific to the Intel Pentium brand distinguishing it from the other brands in Intel's processor hierarchy.

Use these colors as indicated to consistently and powerfully express the brand's identity.

Intel Blue represents the inherent intelligence, precision, and technological leadership consistent with the Intel brand personality.

CMYK = 100, 40, 0, 0
RGB = 8, 96, 168



The following color is utilized to effectively differentiate the Pentium brand from other processor brands.

CMYK = 78, 30, 0, 0
RGB = 86, 126, 185

- To achieve consistent Intel Blue in print, please refer to the Intel Blue color swatches.
- * Other names and brands may be claimed as the property of others.

Sizing

To maintain the legibility of the Intel® Pentium® brand identity, minimum size requirements have been set for logo reproduction in various applications.



.75"
wide for print

Print Minimum Size

For most print applications, the minimum size is .75 wide.



62 pixels
wide for online

Online Minimum Size

A 62-pixel wide version is available for use in online applications.

Backgrounds

Whenever possible, place the Intel® Pentium® logo on a clean, clear, solid background. Note, when the logo is used on a colored photographic or patterned background, there must be significant contrast.



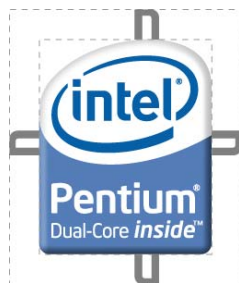
Place the logo on a white or a solid background of good contrast whenever possible.



Place the logo on a patterned background only when there is significant contrast.

Clear Space

To reinforce communication goals and maintain the strength of the Intel Pentium logo identity, set the logo apart from surrounding design elements by maintaining a constant clear space around it. In all applications of the Intel Pentium logo, the clear space surrounding the logo is equal to the height of one "n" in "Intel."



The area surrounding the Intel Pentium logo should be even and free from typography, illustration, or other graphic elements whenever possible.

Incorrect Usage

The following are examples of incorrect expressions of the Intel® Pentium® logo. Do not use these or other treatments that weaken the consistency of the brand identity.

Do not redraw or modify the logo in any way. Leave existing trademark symbols intact. Use artwork exactly as provided.



Reproduction Specifications

Intel® Pentium® processor print files have been created in vector format using Adobe Illustrator® 8. The print files are exported EPS files. You can use them as placed graphics in most page layout and illustration software. In order to maintain a consistent impression of the logo, certain aspects of it have been optimized at each size.

- Scale each logo file up to the next largest size only.
- For logos needing to be larger than 7.5" wide, use the 7.5" wide version and scale up. When the logo is scaled to a very large size, manipulation may be required so that the trademark symbol does not appear disproportionately large.

* Other names and brands may be claimed as the property of others.

Artwork Formats

Print: Process Color

Format: EPS
Colors: C, M, Y, K
Available sizes: 7.5", 1.25", .75" widths

Print: Grayscale

Format: EPS
Colors: K
Available sizes: 7.5", 1.25", .75" widths

Print: Spot Color

Format: EPS
Colors: Intel Blue, PMS 279, K
Available sizes: 7.5", 1.25", .75" widths

Print: Process with Spot Color

Format: EPS
Colors: Intel Blue, C, M, Y, K
Available sizes: 1.25", .75" widths

Web/Rich Media: RGB

Format 1: SWF
Colors: R, G, B
Available size: 60 pixels height

Format 2: EPS
Colors: R, G, B
Available size: 1" height

Presentation: RGB

Format: PNG
Colors: R, G, B
Available sizes: 1670, 62 pixels width

Merchandise: Spot Color

Format: EPS
Colors: Intel Blue, PMS 279, K
Available size: 1.25" width

Trademark Usage

Proper acknowledgement of Intel's trademarks is required. Whenever the logo appears, the following footnote must also appear:

Intel, the Intel logo, and Pentium are trademarks or registered trademarks of Intel Corporation or its subsidiaries in the United States and other countries.

Proper trademark usage rules include:

- As with all other trademarks, the Pentium® trademark should be used as an adjective and not as a noun. This means that an appropriate and approved noun must accompany the Pentium® trademark (e.g., Pentium® dual-core processor). The approved nouns for the Pentium® trademark are: brand, logo, mark, name, dual-core processor, dual-core desktop processor, dual-core mobile processor and trademark.
- The appropriate use of trademark symbols with this trademark is as follows: Pentium® dual-core processor.
 - Use the trademark symbol in the first appearance of the trademark in a headline, and/or the first prominent use, and first appearance in the body of text.
- Never hyphenate or abbreviate the Pentium® trademark.
- Never incorporate the Pentium® trademark or any part of the trademark into a third party's company name, product brand name, or model number.
- The processor number follows the processor brand name (e.g., Pentium® dual-core processor T2000.)
- Processor number font, size, and color must be treated the same as the rest of the brand text mention.

Trademark Usage

Examples of Intel® Pentium® Dual-Core Processor Use:

CORRECT USAGE	INCORRECT USAGE
Pentium® dual-core mobile processor	Pentium™ dual-core mobile processor
Pentium® dual-core desktop processor	Pentium®-dual core desktop processor
Pentium® dual-core processor	Dual-Core Pentium® processor
Pentium® dual-core processor	Pentium® dual-core
Pentium® dual-core desktop processor	Pentium® desktop processor
ABC system with Pentium® dual-core desktop processor	ABC Pentium®-dual-core based system
Pentium® dual-core desktop processor E2000	Pentium® dual-core E2000 desktop processor
Pentium® dual-core mobile processor T2000	T2000 Pentium® dual-core mobile processor

Thank You

Proper and consistent use of the Intel® Pentium® logo by everyone involved in the development of communications, advertising, and marketing materials is essential to our brand's success. Thank you for your contribution to this effort.

For further information, contact: Corporate Brand Identity.

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